



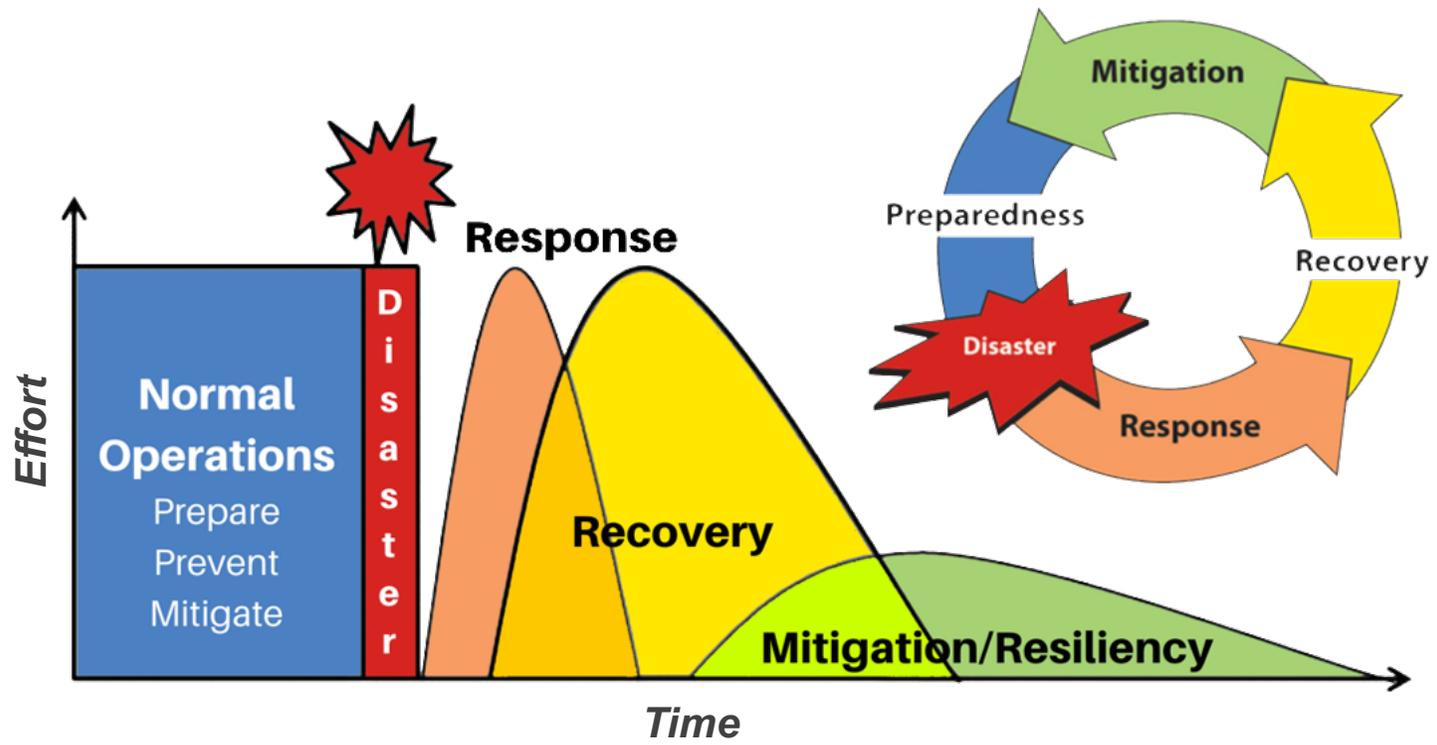
# Emergency Management & COAD in Missoula County

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**Nick Holloway**

Deputy DES coordinator





# What is COAD?

In community-level disasters, Community Organizations Active in Disaster (COADs) fill gaps in response and recovery that are outside the scope of traditional response agencies.

Sheltering, feeding, volunteer and donations management, mental health, etc.

Cooperate, Coordinate, Communicate, Collaborate  
-not Command and Control!

As we experience more disasters, the role of COADs is becoming increasingly important.

# COADs provide Social & Economic Support

Missoula County COAD task forces for COVID-19 response and recovery

1. Economic recovery
2. Mental Health
3. Food Security
4. Volunteer & Donation Management
5. Homelessness
6. Emergency Childcare

**Missoula Co.  
COVID-19  
EOC COAD  
Organizational  
Chart**

**C O A D**

*Community Organizations Active in Disaster*

**COAD COORDINATOR**

-Nick Holloway  
Missoula County

**JIC COORDINATOR/  
COMMUNICATIONS DIRECTOR**

**DEPUTY COAD COORDINATOR**

**CHILD CARE**

**ECONOMIC  
RECOVERY**

**FOOD SECURITY**

**VOLUNTEERISM  
DONATIONS**

**MENTAL HEALTH**

**HOMELESSNESS**



# Emergency Assistance Fund

- Under the Volunteer and donations mgmt task force
- OEM set up in off-season with United Way of Missoula County as the fiscal agent – *not based or supported by taxes*
- First used in 2017
- United Way is a COAD partner organization
- Collection through online portal.
- Disbursement of funds
- Usages
  - Wildfire, flooding, COVID-19

# Needs and challenges

- Communication between response and recovery is not always good
- Many people are underinsured
- Delay in response of insurance companies; low-ball settlements
- Need more quantification of wildfire costs on everything -not only suppression
- Material donations/multiple-types of donations causes chaos

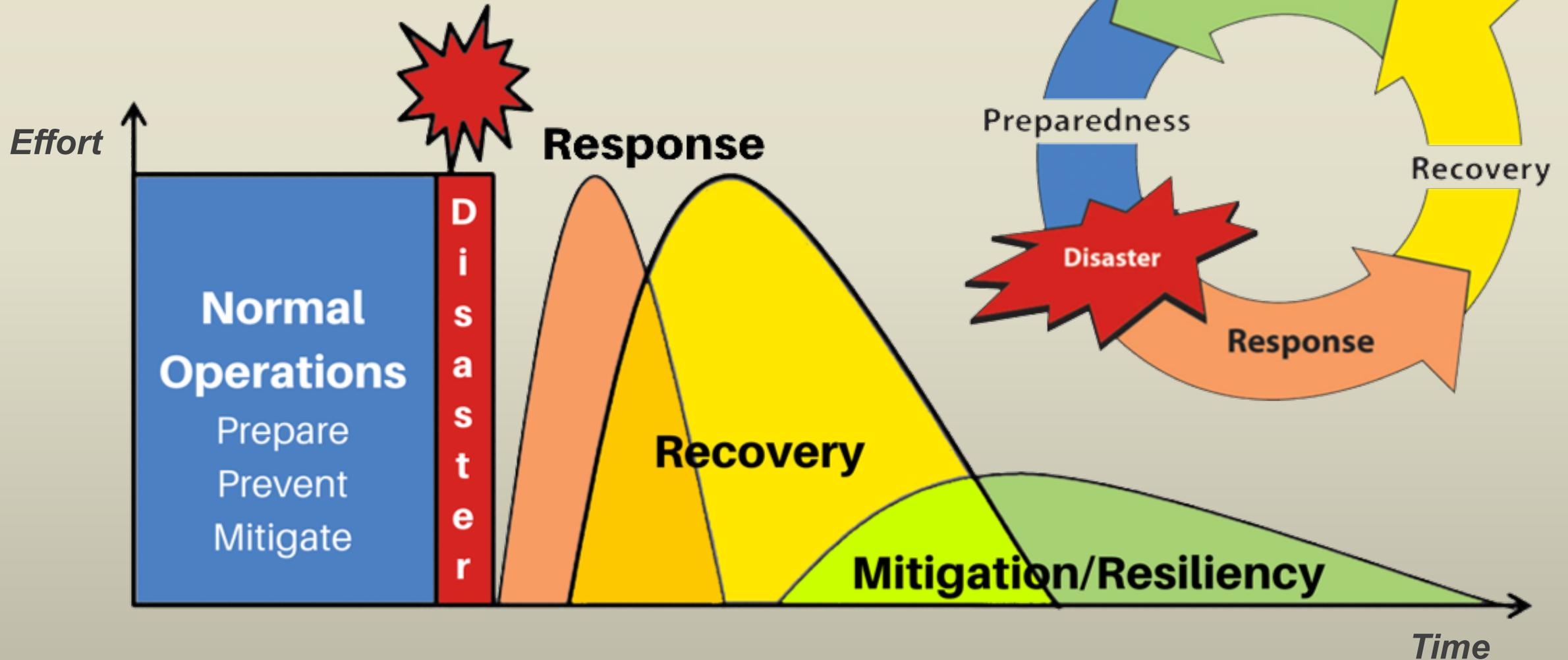
# Emergency Assistance Fund set up

- Work with a trusted non-profit partner whose mission includes disaster relief – United Way of Missoula County in our area.
- Set up fund beforehand so it is ready to go when needed.
- Synergistic -builds on other work they have done and build program from. also bring resources to the recovery, mitigation and preparedness phases

# Equitable distribution

- Apply through HRC/2-1-1 or on website
- Application form -low barrier
  - Personal information
  - How much is needed and why
- Volunteers processes and validate applications
- Review committee
  - Small group of members
  - 2-1-1, Eric confirm validation
  - Wildfire search for homeowners, particulalary for back-burning
    - Opportunity for resources
- Collaborative landscape
  - USFA, DNRC, private land in high risk
  - Most impactful use of resources
- In the case of wildfire, recipient is referred to local **Home Ignition Zone** (HIZ) program through disaster cycle
  - Consultation with Wildfire Coordinator regarding preparing homes for wildfires
- Unused funds
  - used local match for grants
  - To seed fund for the next disaster

# Disaster timeline & continuum



# Public messaging

- Work through COAD and JIC
  - Messaging is critical in keeping people safe and getting resources
  - JIC holds a conference call daily or weekly, depending on messaging urgency and need.
  - One point of donations is best
    - Easiest for people, including elected officials to message
    - “donate at trusted sources only” ie *not GoFundMe*
  - Include information about money being used locally for a particular purpose.
  - Include information about financial donations being the best way to help.

# Lessons learn & take homes

- Build relationships prior to incident EARLY!
- Include COAD in JIC for good messaging
- ONE method on donations is really helpful
- Think it through before formalizing COAD membership
- Have COAD task forces come together as a whole group regularly

# Thank you!

**Nick Holloway** | Deputy DES Coordinator  
Missoula County Office of Emergency  
Management  
[nholloway@missoulacounty.us](mailto:nholloway@missoulacounty.us)